

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-78. (cancelled).

79. (currently amended) A method of tailoring a user interface favorites menu for a user, the method comprising:

providing a first favorites menu related to first content and configured to enable access to the first content by users having a first demographic characteristic;

providing a second favorites menu related to second content and configured to enable access to the second content, which differs from the first content, by users having a second demographic characteristic, which differs from the first demographic characteristic;

receiving an online identifier for a user;

accessing a demographic characteristic associated with the user in a database based on the online identifier for the user;

based on the demographic characteristic associated with the user, automatically selecting a selected favorites menu from among a plurality of favorites menus that include the first and second favorites menus; [[and]]

automatically making the selected favorites menu perceivable to the user, the selected favorites menu containing a plurality of links, each link selectable to access a particular content item; and

enabling the user to manually add links to the plurality of links or remove links from the plurality of links in the selected favorites menu for that user, where subsequent perception of the

selected favorites menus reveals a menu of favorites that includes added links and excludes removed links.

80. (previously presented): The method of claim 79, wherein the first favorites menu comprises a first pull-down menu and the second favorites menu comprises a second pull-down menu that differs from the first pull-down menu that differs from the first pull-down menu.

81. (previously presented): The method of claim 79, wherein the first favorites menu contains one or more links that enable access to the first content from a remote source, and the second favorites menu contains one or more links that enable access to the second content from a different remote source.

82. (previously presented): The method of claim 81, wherein the remote source comprises a network services provider.

83. (previously presented): The method of claim 81, wherein the first content comprises e-mail.

84. (previously presented): The method of claim 81, wherein the first content comprises internet content.

85. (previously presented): The method of claim 81, wherein the first content comprises a chat session.

86. (previously presented): The method of claim 79, wherein the demographic characteristic of the user comprises a maturity level of the user.

87. (previously presented): The method of claim 86, wherein the first demographic characteristic comprises a child maturity level and the first favorites menu enables access to child appropriate content.

88. (previously presented): The method of claim 87, wherein the second demographic characteristic comprises an adult maturity level and the second favorites menu enables access to adult appropriate content.

89. (previously presented): The method of claim 79, wherein automatically making the selected favorites menu perceivable comprises making the selected favorites menu perceivable without manual selection by the user of the selected favorites menu.

90-106. (canceled)

107. (currently amended): A computer implemented system for tailoring a user interface favorites menu for a user, the system comprising:

means for providing a first favorites menu related to first content and configured to enable access to the first content by users having a first demographic characteristic;

means for providing a second favorites menu related to second content and configured to enable access to the second content, which differs from the first content, by users having a second demographic characteristic, which differs from the first demographic characteristic;

means for receiving an online identifier for a user;

means for accessing a demographic characteristic associated with the user in a database based on the online identifier for the user;

means for automatically selecting, based on the demographic characteristic associated with the user, a selected favorites menu from among a plurality of favorites menus that include the first and second favorites menus; [[and]]

means for automatically making the selected favorites menu perceivable to the user, the selected favorites menu containing a plurality of links, each link selectable to access a particular content item; and

means for enabling the user to manually add links to the plurality of links or remove links from the plurality of links in the selected favorites menu for that user, where subsequent perception of the selected favorites menus reveals a menu of favorites that includes added links and excludes removed links.

108. (canceled)